

# 17201

13141

3 Hours / 100 Marks

Seat No.

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- Instructions :** (1) Answer each next main Question on a new page.  
(2) Illustrate your answers with neat sketches wherever necessary.  
(3) Figures to the right indicate full marks.  
(4) Assume suitable data, if necessary.  
(5) Use of Non-programmable Electronic Pocket Calculator is permissible.  
(6) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

- |   | <b>Marks</b> |
|---|--------------|
| <b>1. Answer any TEN of the following questions in 25-30 words each :</b> | <b>20</b>    |
| (a) Define communication.   |              |
| (b) State the importance of feedback in communication.                    |              |
| (c) Why is it important to select a proper channel for communication ?    |              |
| (d) Define “decoding” in the communication process.                       |              |
| (e) Write two situations in which two way communication occurs.           |              |
| (f) Explain any two psychological barriers.                               |              |
| (g) What is physical environmental barrier ?                              |              |
| (h) Explain any two principles of effective communication.                |              |
| (i) State two advantages of bar graph.                                    |              |
| (j) What steps should be taken to eliminate language barrier ?            |              |
| (k) What is non-verbal communication ?                                    |              |
| (l) Why is it important to analyse the receiver ?                         |              |

P.T.O.

- 2. Attempt any FOUR of the following :** **16**
- (a) Classify the following examples into verbal, non-verbal communication or both.  
 Make three columns :-  
 Group discussion, traffic lights, chatting on facebook, showing a thumbs up sign.
- (b) Select the channel (Medium) from the given options which will best suit for the following purposes if you were the sender.  
 (internet, telephone, memo, e-mail, oral communication, posters)
- (i) to send an urgent attachment to the branch office of your company.  
 (ii) to spread awareness to the students about the harmful effects of smoking.  
 (iii) to praise/appreciate the students for their good work.  
 (iv) to warn a junior engineer for his negligence in the duties.
- (c) Technical jargon acts as a language barrier. Justify the statement.
- (d) What is meant by grapevine communication ? Give examples.
- (e) State four advantages of oral and written communication.
- (f) What is the importance of eye contact in the communication process ?
- 3. Attempt any ONE of the following :** **8**
- (a) (i) As a cultural incharge, draft a Memo for the students on the following points :-  
Subject :- Maintaining discipline during social gathering.  
Purpose :- Smooth conduct of the function.
- (ii) As a sports in-charge, draft a notice to the class representatives to attend the meeting regarding the formation of a sports club.
- (b) Attempt any **TWO** of the following : **8**
- (A) Identify the non-verbal code/aspect of body language used in the following communication situations. Select your answers from the given list. (proxemics, artifacts, haptics, eye-contact, vocalics, chronemics)
- (i) Delay of submission by the students.  
 (ii) The child hugs his mother after winning a first prize in dance competition.  
 (iii) The audience felt neglected because the speaker was not looking at them while talking.  
 (iv) Geeta screamed out of fear when she saw a tiger in front of her house.

- (B) Explain artefacts with suitable examples.  
 (C) Explain the four zones of Proxemics defined by Albert Mehrabian.

**4. (a) Attempt the following : 8**

“Wanted junior engineers” for an upcoming company. Write a job application letter with a resume to Post Box No. : 207, Employment News, Pune-400 041.

**(b) Attempt any ONE of the following : 8**

- (i) As a workshop incharge, draft an accident report to the principal of your institute, about the accident that took place in the workshop, while some of the students were welding a job. Suggest preventive measures to avoid such accidents in future.  
 (ii) Five water coolers in the girls’ hostel are not working properly. As the maintenance engineer, draft an investigation report to be submitted to the hostel in-charge.

**5. Attempt any FOUR of the following : 16**

- (a) Explain any four principles of effective communication.  
 (b) Explain the term Gesture and Posture.  
 (c) What is the difference between listening and hearing ?  
 (d) Explain passive listening with two suitable examples.  
 (e) Students give some roses and chocolates to their favourite teacher, on teacher’s day. The teacher is happy to receive the roses and chocolates. Draw a Communication Cycle diagram showing the situation by identifying the elements of Communication.

**6. (a) Attempt any ONE of the following : 8**

- (i) A state level paper presentation competition was held to commemorate the Engineers’ Day in a Polytechnic. The coursewise response of students was as below. Design a bar graph to represent the data.

Course	No. of Students participating
Electronics & Telecommunication	16
Computer Technology	14
Mechanical Engineering	12
Civil Engineering	16
Electrical Engineering	18

(ii) In a Board of Directors' Meeting a Managing Director has advised to present the sector wise deployment of cash generated by the company. Help him draw a pie graph with the following details :-

- Cash deployed for dividend payment : 40.07%
- Cash deployed for acquisition : 9.07%
- Cash deployed for capital expenditure : 23.81%
- Cash deployed for investment : 27.05%

(b) Attempt the following :

**8**

Your college canteen is not hygienic, you find the plates are often greasy, the food served is not cooked properly and the service is very slow. Draft a complaint letter to the management demanding for better canteen facilities.

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